

10 Tips to Sell Your Intellectual Assets to Big Corporate Clients!

1. Internally "co-op" projects. Find new departments with problems and money. Co-ops double your chances and can triple your exposure. There is more buying power for them in numbers, and more profit for you.
2. Joint venture with your clients. Turn them into marketing associates. Ask, "Who can endorse me and what I do, inside and outside the company?" Get them to put it in writing, and mail it for you.
3. Determine the psychological, emotional, financial and operational costs of their greatest problems. Go further: Help define the psychological, emotional, financial and operational payoff when they solve them. Jump into the void. Offer them your solution, then package it to customize and privatize.
4. Don't simply sell TO companies; sell THROUGH companies. Turn your clients into partners. Sell to THEIR customers. Provide the company a way to add value to their customers, you double your chances of making the deal work and gain massive endorsed exposure.
5. Triangulate. Pool monies and resources to gain widespread support, buy-in and benefit. Do projects inside the company and among companies. Triangulate their vendors and suppliers.
6. Make many people stakeholders and beneficiaries. Tap as many budgets as you can. Walk upstairs, downstairs and around the corners. Most departments have their own budgets. Tap them. Pool them. A little here, a little there means a lot to you.
7. Sell paper and plastic, not products. Offer licenses; don't just sell books, tapes and information. It is cheaper for them to reproduce your materials, and probably more profitable for you, too. Let them copy, duplicate and inventory. You just collect the money.
8. Offer a private label. Every company wants a privatized and customized program. Give them production control and reproduction rights. Make yours, theirs.
9. Get them to fund your next product. Keep ownership and copyrights. Don't mortgage or sell your future; lease it! Let them film you, record you, give them a special deal, and then ask them to endorse you to their five biggest competitors and five best vendors. This one strategy made me a million dollars.
10. Never lose sight of what business we're in. We're in the ITCH Business™. We provide information that changes lives; transportation that takes people and companies where they want to go; communication that impacts hearts and minds; help that everyone so desperately needs today.

Don't sell the sizzle or the steak: Sell the solution. Be a solution driven partner in profit and productivity and watch people beat a path to your door.

BUMP, BUNDLE, BARGAIN & BACK-END

A Short Course in Building Intellectual Net Worth

Bump...

Add on, upgrade or give them an option on the next product or package. Don't sell one product or service. Always ask, "What else would help you that can add value to what we've already put together?" In other words, "Fries with that burger?" If you don't have what they want, call a colleague who does. In the New Game™, one plus one doesn't equal two; $1 + 1 = \text{Infinity!}$

People often buy the core offering to get the bonus. What can you add that makes your core offering more appealing? Bump every time you can.

Then...

Bundle...

Put time and materials together and exceed value for dollars. Don't sell hours, and don't sell products. Adding up and adding on makes the overall value better out of all proportion to their extra investment. And, it makes the profit for you higher out of all proportion to the extra hard costs. Remember, $1 + 1 = \text{Infinity!}$

People love a better deal. What can you bundle together that would make your total offering far more appealing? Bundle everything you can.

Bargain...

Give them what matters most to them, not what you want to sell. They won't pay anything for what they don't want, and definitely won't pay for what YOU want them to have. They will pay more to get what they want, especially if customized and privatized.

Don't nickel and dime on the small stuff. It will cost you quarters and dollars. Give them more than what they bargained for.

Back-end...

Create an annuity for yourself. Seek annual, quarterly or monthly retainers. Sell a multi-year license or contract. Offer added products that cost you little that are worth a lot to them. Become indispensable. It's much less expensive to keep you on their team as a consultant than to hire you as an employee. Let them pay you for expertise, then give them your materials on a fee basis vs. per product sale. You can add hundreds of thousands of dollars of income with little or no overhead.

10 QUESTIONS TO ASK WHEN SEEKING CORPORATE SPONSORS...

- 1) Who am I best suited to serve?
- 2) What do they want most?
- 3) Where do they congregate?
- 4) With whom do they associate?
- 5) How can I reach them easily and most favorably?
- 6) What do I have that they want?
- 7) How can I package it for sponsorship?
- 8) Who can champion me?
- 9) How can I fulfill personal agendas as well as the company mission?
- 10) Who will I call first?

FINAL WORDS...

Express yourself. Don't try to prove yourself.
Be committed to helping them, not changing them.
Don't take "No" today as forever. People and situations change.
Delight your customer. The first mile is not enough. Go the second mile.
Make it fun and enjoyable, profitable and rewarding to do business with you.

Anyone can speak. Listening makes the biggest impact.

Master your listening while polishing your speaking.

Bump, Bundle, Bargain and Back-End!

Build Your Intellectual Net Worth!

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